

## CHAPTER V

### CONCLUSION

This chapter provides conclusion from finding and discussion presented on the previous chapter, followed by assessment of the potential limitation present in study, implication and possible future directions for the research.

#### 5.1 Conclusion of the Research

The purpose of this research is to find out the relationship between situational normality and trusting belief with information privacy concerns as a mediator in electronic retailing. This research also finds out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 170 questionnaires to respondent who are using apps based online retailer. There are four hypothesis developed in this research to test the electronic user perception towards electronic retailer. Therefore, the analysis of results, are:

1. Situational normality has significant negative relationship with information privacy concerns. This means that under situational normality in which the electronic retailer comply with consumer expectation, the greater degree of situational normality the lesser information privacy concerns that consumer of electronic retailer would have in their mind
2. Situational normality positively affects trusting belief in e-retailer. This means that under situational normality the customer of e-retailer will put

their trust on the electronic retailer. The higher level of situational normality indicates the higher level of trusting belief towards e-retailer.

3. Information privacy concerns have a significant positive attitude towards trusting belief. This means if the consumer concerns much about their information privacy, at the same time they will also develop a high degree of trusting belief. But, this would only occur if other factors such as legal management, information security assurance and structural assurance are included. This practically means that information privacy concerns has no direct effect towards trusting belief
4. Information privacy concerns mediate the relationship between situational normality and trusting belief. This means that under mutual trust exchanges in internet environment, if the consumer concerns about their personal information privacy it will presumably affects their trusting belief towards electronic retailer.

## **5.2 Implications of the Research**

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding about situational normality, information privacy concerns and trusting belief.

For practitioners or electronic retailer organization, This research can be used as a source of information to understand relationship about situational normality, information privacy concerns and trusting beliefs.

E-retailers could use this information to set up a strategy to build trust with their customers. As the result in this research reveals that under situational

normality condition a consumer will likely develop a trusting belief towards the electronic retailing company. But, this condition will only go smoothly if information privacy concerns are removed. However, the consumer would still develop trusting belief towards electronic retailer if the company has a reputation, strong IT security and structural assurance. In short, if an electronic retailing company has a strong reputation, IT security and structural assurance, when their application is used by consumer under situational normality, the consumer will still growing in trusting belief and ignoring their own information privacy concerns

### **5.3 Limitation of the Research**

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. The downside of the non-probability sampling method is that an unknown proportion of the entire population was not sampled. This entails that the sample may or may not represent the entire population accurately. Therefore, the results of the research cannot be used in generalizations pertaining to the entire population..
2. This research has limitations of the response's bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not show the actual opinion of the respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation



time given to them in filling the questionnaires are slightly inappropriate.

3. This research is limited by the absence of other factor such as company reputation, IT security assurance and structural assurance that are not presented in this research model due to the lacks of information gathered from the previous research

#### **5.4 Recommendation of the Research**

The result of this research is expected to improve and become references to conduct further research in the future, some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research could be propagated
2. For the next research, the location of research can be expanded
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.
4. For the next research it will be better if the reason why the effect of information privacy concerns and trusting belief differ in each regions and findings can be revealed
5. For the next research, the researcher suggest that it is also very important to find and identify the effect of information privacy concerns towards trusting belief when another factor such as legal

management, IT security assurance and structural assurance are presented in the research

